

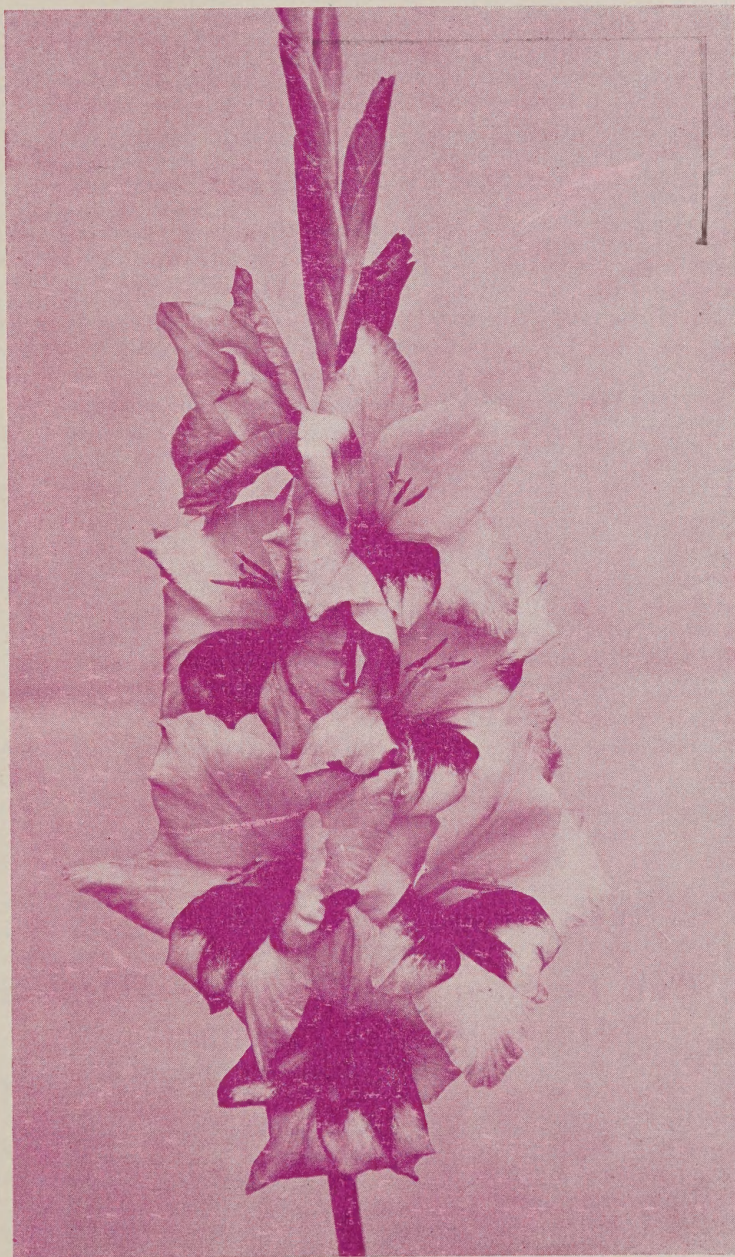
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U. S. Department of Agriculture

Hornberger's 1941 Gladiolus Catalog



JOSEPH HAYDN (PF)

APPRECIATION



We wish to thank all our customers, for their past patronage, which we appreciate very deeply, and we trust we will receive as much as possible of your future patronage, which we will try to merit by our merchandise and service. With the exception of a late spring, and some coolness in the summer, we have experienced a very good growing season, with plenty of moisture, our soil conditions were largely well drained sandy soils, and our crop was planted on new soil, our stock is young and vigorous, and we have tried to keep true to label and free of disease, and trust we can satisfy, all customers, should there be any error please let us know and same will be corrected.

NEW VARIETIES

We have added many new varieties, but as many of you know, it takes some time to properly determine the merits of a new variety, and on the other hand, a variety that does well in one location, may not do so well in another. Our No. 1, Sport of Picardy, I feel sure will be an outstanding commercial with all the fine qualities of Picardy, but with an entirely different color.

We have selected several more sports of Picardy the past season, all are different from those already under label, one of these, if it will reproduce the same color it had, last summer, will prove the most outstanding color of a Picardy bloom I have ever seen, much more **intense coloring** than Picardy.

AMERICAN COMMANDER: What I have observed of this variety, the past season, I predict this variety, is going places,—commercially—from my own observations, from wholesale commission florists in New York and elsewhere from Florida cut flower growers, in fact all indications are that this will be one of the fast selling higher priced items, as a cut flower in the near future, as it is today. Giant flowered glads are more in evidence, among some of the latest varieties. Mrs. Gannett, is one of this mammoth flowered group, this has proven to be a good grower and propagator, Miss Alameda, has been equal to Picardy for us the past season, and is an exceptional commercial cut flower variety; Charmaine (New) has all the indications of a fine commercial, it grows medium tall, is a good propagator, and produces fine heavy spikes of a deep rose color, a color not too common in good varieties. King Midas, has been grown by us for two seasons and we like it very much, it is a very rich clear yellow, and produces long spikes, that open from 8-10 or more blooms, perhaps this is the best yellow we have grown in the past few years.

New glads of recent introduction are described on opposite page.

Dahlias—Tall Bearded Iris—Peonies—Hardy Phlox— Hardy Plants—Perennials

We grow and list many of the world's finest plants, we plan to mail a list of such offerings in the spring, you will find a place on our order blank to check this item, so you receive this list, if you do not send us an order, a post card will bring this list to you, some of the varieties will be found listed in our last year's catalog, copies available.

Hornberger's Service, Clark Street, Hamburg, N. Y.

VIRDELL (Wing 1941)

Mr. Wing asked us to list this new Glad, a fine rose pink, while we have not grown this ourselves, as yet, we plan to do so this coming season. Mr. Wing brought us some flowers of this variety late in the season, and its keeping qualities were exceptional. We give below Mr. Wing's own description.

VIRDELL (Wing 1941) 75 to 80 days. Beautiful rich rose pink, ruffled, with from 5 to 7 blooms out at a time, well placed on a tall straight spike, a very vigorous grower, and stands the heat well. Well grown spikes from large bulbs, will attain a height of five feet or more, with from 18 to 22 buds per spike.

When comparing Virdell with Picardy, the latter conceded to be one of the most popular glads grown, we find that when showing these two glads, side by side, many "glad fans" (with the exception of one man) have chosen Virdell as the most beautiful and it is exquisitely beautiful. We sell many glad blooms to florists who have taken Virdell first when it was available; this in preference to Picardy or any other pink we had. We have a fair stock so will introduce at a popular price to give more an opportunity to get this variety at once. It is well worth a much higher introductory price but we list at the following prices and will not offer bulblets or small bulbs this year. **LARGE BULBS \$1.00 each, 10 for \$8.00; Medium bulbs .75c each, 10 for \$6.00 prepaid. 5 bulbs at the 10 bulb rate.**

SHENANDOAH (Pearson) This lovely new smoky glad was originated by a Virginia man and he named it after the far-famed valley of Virginia because of its rich, bright autumn colorings. Florets often 5 ½" with 8 or more open. Tall stems, with well placed bloom. (Bts.) .25c each; **Large \$2.00; Med. \$1.50.; Small \$1.00.**

WHITE GOLD (Dr. Scheer) Originators Description. A huge cream, blending to golden throat, Florets up to 7 ½ inches, and average well over 6", heavy substance and moderate ruffling, 6 open with 5 showing color, straight spike 18-19 buds, about 5 ft. tall, a fast propagator, has bloomed in 62 days. **NO CATALOG DISCOUNTS APPLY.** Prices: **Any size bulb \$3.00; Bulblets not sold separately, but 10 bts. will be sold for \$3.00 (only) when ordered with 1 bulb at \$3.00; You have the privilege of buying ten bulblets with each one bulb.**

MARSEILLAISE (Dr. Scheer) Originator's description. A large red, florets up to 6 ¾" with 6-7 open and 5 in color, upwards of 25 buds, color a rich glowing scarlet, with narrow cream lines on lower petals, 5 feet tall, fast propagator. **NO CATALOG DISCOUNTS APPLY.** Prices are: **Large \$2.00; Med. \$1.50 and Small \$1.00; bulblets \$2.00 per 10.**

JEANEL (No. 1. Sport of Picardy) We have this lovely new sport of Picardy listed on page 8. We consider this a very outstanding variety. It has the same rapid propagating and other commercial qualities of Picardy and even one bulb will soon produce a large supply of bulbs.

PETUNIA (Victorious All-Double) BLUE BROCADE

The All-America Selections have awarded a silver medal to this variety. The printed word does not clearly describe the fine true violet blue color of Petunia, Victorious, All-Double, Blue Brocade, flowers over 3 ½" are not uncommon, habit of growth, quite dwarf and bushy, making it ideal for pots, boxes and bedding, flowers heavily fringed. **Packets which contain 100 seeds at .50c per pkt. NO DISCOUNT.**

PLEASE READ BEFORE ORDERING



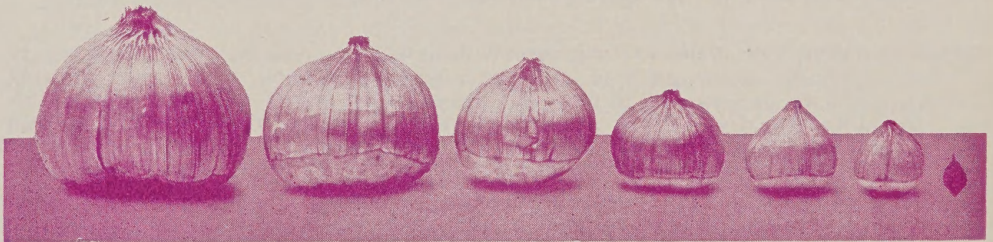
TERMS OF SALE: ALL CASH or 25 % cash and balance before shipment, or C. O. D., for balance due; A 25 % deposit will hold your order, for later shipment. **PLEASE READ BELOW:** please read our special discounts on ALL CASH orders. Foreign orders, are not prepaid, except Canadian orders, where order is for items listed at our 1 to 10 prepaid prices, Canadian and foreign customers please note discounts in foreign exchange, and send us remittance in U. S. dollars.

DISCOUNTS IN EXTRA BULBS

On all items listed at from 1 to 10 bulbs at prepaid prices, you can select extra bulbs of your own choice. On orders from \$2.00 to \$5.00 select 10 % in extra bulbs; On orders of \$5.00 to \$25.00 select 15 % extra in bulbs; and on orders over \$25.00 select 20 % in extra bulbs. **THIS DOES NOT APPLY TO ITEMS AT WHOLESALE PRICES, OR TO PREPAID PRICES AT THE 25 to 100 rate prices,** on such items, we always allow the proper amount of extras in varieties ordered, either in extra count or size, or additional bulbs of some item ordered, as well as our extra free bulbs on larger orders. Varieties and collections marked **NO DISCOUNT** cannot be included for any extra bulb discounts.

CASH COUPON DISCOUNTS

The purpose of these discounts is to induce **EARLY ORDERS WITH CASH IN FULL WITH ORDERS.** They are valid until March 1, 1941. In addition to the other offers in this catalog. If your order is received before **MARCH 1, 1941,** we will allow you the following **CASH COUPON DISCOUNTS;** If your order totals \$8.00 or more deduct \$1.00 as your Cash Coupon, send us \$7.00 and you save \$1.00. If your order totals \$15.00 or more deduct \$2.00; if your order totals \$21.00 or more deduct \$3.00; if your order totals \$26.00 or more, deduct \$4.00; if your order totals \$31.00 or more deduct \$5.00; if your order totals \$40.00 or more, deduct \$6.00 and if you send us an order over \$50.00 you can deduct \$8.00 as your cash coupon discount. Valid only on orders from this catalog. **NOTE:** Items marked **NO DISCOUNT** and collections are net, and not subject to any additional discounts.



Sizes No. 1 to 2.
Large Bulbs 1 1/4 " up

No. 3 to 4.
(Medium) 3/4 " to 1 1/4 "

No. 5 to 6.
(Small) Less 3/4 "

In the prepaid section of this catalog we list gladiolus bulbs in three sizes, the large size are 1 1/4 " and up and produce the largest average spikes as well as flower sooner than smaller bulbs. Medium size bulbs average near to one inch diameter, an average of about one inch, and in some instances they produce equal to larger bulbs, and in most instances produce flowers for general commercial use. They require about 10 days longer to flower. Small bulbs average near to one-half inch, and in most instances produce a large quantity of bloom late in season, but spikes will be short and bloom and flower head, smaller than from larger bulbs, but are very useful for decorative purposes, and the production of new bulbs and bulblets. Our wholesale listings are standard grading, the No. 6 are one fourth to one half inch diameter.

1941 PREPAID PRICE LIST



PLEASE READ PAGE FOUR BEFORE YOU SEND US YOUR ORDER. SEE TERMS OF SALE. We offer special discounts for cash orders, premium bulbs, and Cash Coupon discounts on orders we receive before March 1, 1941.

Originators names are given in full directly after most varieties, with the exception of our varieties, abbreviated as (FCH) and Pfitzers. (Pf.) FIVE (5) BULBS SOLD AT THE 10 BULB RATE: 25 BULBS AT THE 100 RATE. BULBLETS not listed and priced per item will be available in .10c pkts. Minimum item sold: 10c minimum order sold. \$1.00 or more. FOR ONE (1.) TO 4 bulbs, where listed at from .40c to \$1.00 per 10, Large bulbs add, .02c to each single large bulb wanted, .01c to each medium bulb, and one half cent to each small bulb wanted. This is your less than five bulbs rate, unless otherwise noted. Bulblets abbreviated as (BTS).

DESCRIPTIVE PRICE LIST OF GLADIOLUS BULBS	Per	Large	Medium	Small
AFLAME (FCH) Giant Prim Hybrid, extra large bloom, many open, color, begonia rose, red, has won many prizes at National shows. A very reliable variety.	10 100	.45 3.60	.25 1.80	.15 1.00
AIDA (Pfitzer) Tall spike, many open, color is a deep violet blue, straight stems, good placement	10 100	.45 3.60	.25 1.80	.15 1.00
ALAYNE (Kinyon) Med. tall, color a lovely shade of rose pink, with ruffled bloom, many open	10 100	.45 3.60	.25 1.80	.15 1.00
ALADDIN (Palmer) A tall ruffled salmon pink, 8 to 10 extra large blooms open. Bts. 1 for .20c, 100, \$2.00.	1 10	.50 4.00	.30 2.40	.20 1.60
ALGONQUIN (Palmer) An early, tall, bright scarlet, many open. Award of Merit. CGS. (Bts) 7 for .25c.	1 10	.50 4.00	.30 2.40	.20 1.60
ALIGHT (FCH) A color sport of Aflame, exactly the same as Aflame, except color, which is a begonia rose, with white throat, blotch.	10 100	.50 4.00	.25 1.80	— —
ALBATROSS (Pf.) A tall strong grower, produces large white bloom, many open, at one time.	10 100	.45 3.60	.25 1.80	— —
AMERICAN COMMANDER (Edward New) A new red that is making good as a commercial, an improved C. Koehl, a good clear red, tall straight spikes, large bloom with many open, fast propagator. (Bts.) 10, .40c; 100, \$3.	1 10	.90 7.20	.50 4.00	.25 2.00
AMBERGLOW (Palmer) A nice amber yellow, 6-8 open, on a tall spike, 16-18 buds. (Bts.) 15, 10c; 100, 60c	1 10	.15 1.20	.10 .80	2- .10 .40
AMADOR (Kingsley) A rich bright vivid red with many well placed blooms open at one time.	1 10	.50 4.00	.25 1.80	— —
ANGELUS (Palmer) A pure pink with cream throat, and somewhat frilled, 6-7 open. (Bts.) 15, .10c; 100, .50c	1 10	.10 .80	2- .15 .40	— .25
AVE MARIA (Pf.) A good medium blue, tall spike with many well placed blooms open at one time	10 100	.45 3.60	.25 1.80	.15 1.00
BAGDAD (Palmer) A tall large flowered, smokey, color is a smoky old rose, many large blooms open.	10 100	.45 3.20	.20 1.50	.12 .80

DESCRIPTIVE PRICE LIST OF GLADIOLUS BULBS				Per	Large	Medium	Small
BARCAROLE (Palmer) A strong growing ruffled orange, with many large blooms open. (Bts.) 10, 25c.				1 10	.50 4.00	.30 2.40	.20 1.60
BEACON (Palmer) A tall salmon scarlet with cream throat, somewhat ruffled, 8-10 open. (Bts.) 100, .40c				10 100	.80 5.00	.40 3.50	.20 1.50
BEAUTIFUL OHIO (Hullibarger) A very deep mauve lavender, many open, unusual coloring. (Bts.) 25, 30c.				1 10	.15 1.20	.10 .80	2- .10 .40
BERTY SNOW (Mair) A lovely large sized orchid lavender, with many open blooms of good placement.				10 100	.50 4.00	.25 1.80	.15 1.00
BETSY BOB UP (Canine) Sport of "Nuthall" A tall, grower, color, buff cream, many open.				10 100	.45 3.60	.25 1.80	.12 .80
BINGO (Canine) A creamy white sport of Picardy, like Picardy except color, even to throat markings. (Bts.) 10, .40c; 100, \$3.00.				1 10	.40 3.20	.25 2.00	.15 1.20
BILL SOWDEN (Fallu) Extra large flowers, of bright orange red, medium height plant.				10 100	.50 4.00	.25 2.00	.15 1.20
BIT O'HEAVEN (Crow) A tall straight spike, with many bright orange blooms open at one time. (Bts.) Pkt., 10c.				10 100	.50 4.00	.30 2.40	.15 1.20
BLUE ADMIRAL (Christ) One of the very best deep or dark blue glads, many open.				10 100	.50 4.00	.30 2.40	.15 1.60
BLUE BEAUTY (Pf.) Syn. Blau Schoenheit. Tall, large flowered blue, many open, very fine. (Bts.) 100 for .25c or 50 for .15c.				1 10	.10 .80	2- .10 .50	3- .10 .30
BLEEDING HEART (Brown) A tall bright pink, with deep red blotch, many open.				10 100	.45 3.60	.25 1.80	.15 1.00
CAMELLIA (Palmer) Tall moderately ruffled bluish pink, darker feather. (Bts.) 100, .20c.				1 10	.10 .80	2- .15 .50	3- .10 .30
CARILLON (Palmer) Moderately ruffled clear rose, white throat 6-8 open. (Bts.) 10 for .20c; 100 for \$1.50.				1 10	.50 4.00	.30 2.40	.20 1.60
CHARLES DICKENS (Pf) Tall, spikes of aster purple, many open, a very good purple.				10 100	.45 3.60	.25 1.80	.15 1.00
CHARMAINE (Edward New) An exceptional tall large rose colored glad, very fine. (Bts.) 10 for .25c; 100 for \$2.00. No discount				1 10	.50 4.00	.30 2.40	.15 1.20
CLINGENDAAL (Holland) An extra early orange red. (Bts.) 25, .20c; 100, .60c.				1 10	.20 1.60	.15 1.20	.10 .80
COMMANDER KOEHL (Pf.) A tall large flowered extra dark red, many open, very popular				10 100	.50 4.00	.25 1.80	.15 1.00
COLOSSUS (Mitsch) A large early salmon pink with red blotch, many open, extra large blooms				10 100	.60 5.00	.40 3.00	.20 1.75
CREAM SEEDLING, H. 717 (FCH) A tall cream, self color, many open. (Bts.) 100 for .20c.				1 10	.50 4.00	.30 2.40	— —
CREVE COEUR (Young) A very strong grower color, described as a burnt orange				10 100	.40 3.20	.20 1.60	.10 .80

DESCRIPTIVE	PRICE LIST OF GLADIOLUS BULBS	Per	Large	Medium	Small
DAMASCUS (Stevens) A smoky deep rose purple, with reddish blotch, many open	10 100	.40 3.20	.20 1.60	.10 .80	
DEBONAIR (Palmer) A tall spike of La France pink bloom, many open, flowers late.	10 100	.40 3.20	.25 1.80	— —	
DR. F. E. BENNETT (Diener) A well known commercial red, a bright orange scarlet. Popular	10 100	.40 3.20	.20 1.60	.10 .80	
DR. DENTZ (Holland) A light rose pink, with large wide bloom, a good strong grower. (Bts.) 20 for .20c; 100 for .60c.	1 10	.20 1.60	.15 1.20	.10 .80	
DR. MOODY (Kinyon) An early light lavender, many open, strong grower, a good commercial	10 100	.40 3.20	.20 1.60	.10 .80	
D. A. HAY (Whitley) Australian variety, tall, many open, bright pink, with cream throat	10 100	.40 3.20	.20 1.60	— —	
DREAM O'BEAUTY (Zimmer) A strong growing, near Am. Beauty Color, many blooms open	10 100	.50 4.00	.25 1.80	.15 1.00	
DUNA (Palmer) A beautiful light clear buff color, many large blooms open.	10 100	.45 3.80	.25 1.80	.15 1.00	
EARLY MELODY (Arenus) A tall, early light lavender, pink, with many open blooms.	10 100	.45 3.60	.25 1.80	— —	
EMBERS (FCH) A Sport of Aflame, just like Aflame, except color, which is a hair striped pink and cream combination, very fine.	10 100	.60 4.00	.35 2.00	.20 1.00	
EMBLEM OF PURITY (Kinyon) A ruffled pure white, Am. Home Ach. Award, given this var. (Bts) 2 for .25c; 10 for \$1.00.	1 10	1.00 9.00	.60 5.00	.40 3.50	
EUDIES (Errey) A large ivory white, edges of petals blushed pink, many open blooms.	1 10	.15 1.20	.12 .90	.10 .70	
FIREFLY (Palmer) A new early flaming scarlet, having white lines on lip. (Bts.) 25, .10c; 100, 30c.	1 10	.15 1.20	.10 .80	2- .10 .40	
FLORA FARMER (Quackenbush) Produces large blooms of bright pink, with a cream throat. (Bts.) 10c ea. No discount.	1	.75	.50	.30	
GARDENIA (Dr. Scheer) A new deep cream self color, many open bloom. (Bts) 10c each; 6, 40c	1	2.00	1.50	1.00	
GATE OF HEAVEN (PF.) A ruffled deep golden yellow, many open blooms, quite early.	10 100	.50 4.00	.20 1.60	.12 .80	
GOLDEN ANNIVERSARY (Kunderd) A tall, large fawn color, with distinct blotch.	10 100	.40 3.20	.20 1.60	— —	
GOLDEN CHIMES (Ellis) One of the best yellow glads, a ruffled clear medium yellow, tall.	10 100	.50 4.00	.30 2.40	.20 1.60	
HELGA An extra early, bright pink, a very strong vigorous grower.	10 100	.40 3.20	.20 1.60	.10 .80	
HELIGTUM (Pf.) A tall large flowered white with many open at one time, straight spikes.	1 10	.20 1.60	.15 1.20	.10 .80	
IRAK (Mitsch) A silvery grey sport of Bagdad, same size and qualities, except color. (Bts.) 20 for 10c.	1 10	.10 .80	2- .15 .60	2- .10 .30	

DESCRIPTIVE	PRICE LIST OF GLADIOLUS BULBS	Per	Large	Medium	Small
ISOLLA BELLA (Pf.) Tall, large flowered cattleya pink, unusual coloring, heavy ruffling, many open.	10 100	.50 4.00	.30 2.40	.20 1.60	
JALNA (Palmer) A popular exhibition smoky. (Bts.) 100 for .25c; 50 for .15c.	10	.80	.50	.30	
JASMINE (Palmer) New ruffled lemon yellow, no markings, 6-7 bloom open. (Bts.) 100 for .25c.	1 10	.50 4.00	.30 2.40	.20 1.60	
JEANEL (Jean'el.) Our No. 1. SPORT OF PICARDY. A lovely outstanding color sport of Picardy. Received an H. M. from the ESGS in 1940. Jeanel is exactly like Picardy, in all its fine qualities with the exception of color, which is a lovely creamy buff, suffused with pink, and the Picardy throat markings almost absent, except for some lines in throat. No Blts. offered. NOT OVER THREE BULBS PER CUSTOMER. No Discounts.	1 3	3.00 8.00	2.00 5.00	— —	
JOSEPH HAYDN (Pfitzer) Pictured on the front cover, a most charming pansy like coloring, a new heliotrope blue, with vividly contrasting throat blotches. (Bts) 10 for .20c; 100 for \$1.50	1 10	.25 2.00	.15 1.20	.10 .80	
J. S. BACH (Pf.) Tall, large salmon red, many large blooms open, fine keeper.	10 100	.50 4.00	.30 2.40	.20 1.60	
KING ARTHUR (Arenius) An extra large, violet lavender, nicely ruffled, a very fine color.	10 100	.50 4.00	.30 2.40	.15 1.20	
KING LEAR (Palmer) Early, a beautiful purple with silver lines on the edges of the petals. Many large ruffled bloom open. (Bts.) 10, .20c; 100, \$1.50	1 10	.50 4.00	.30 2.40	.20 1.60	
KING MIDAS (Herridge) A lovely new deep yellow, many open, 8-10 or more. Extra fine. NO DISCOUNTS.	1	1.00	.50	—	
LAIDLEY (Australian) A tall, lovely pink and cream colored variety, with many open blooms.	10 100	.50 4.00	.30 1.80	— —	
LAVENDER QUEEN (Arenius) A deep violet lavender, of good substance, produces tall straight spikes, 6-8 open, a good florists var. (Bts.) per 50, 15c; per 100, .25c.	1 10 100	.15 1.20 9.00	.10 .80 6.00	2.10 .40 3.20	
LIGHTS OF GOLD (FCH) Extra early decorative, has intense ruffling of bloom, a wide border of pink with large deep yellow throat.	10 100	.45 3.80	.25 1.80	— —	
MARNIA (Kemp) A good commercial orange, tall many open, a good orange at a low price.	10 100	.40 3.20	.20 1.60	.12 .80	
MAID OF ORLEANS (Pf.) Tall, quite early, a large flowered creamy white, with many blooms open.	10 100	.45 3.60	.25 1.80	.15 1.00	
MARY ELIZABETH (Dr. Stevens) A tall late white, with extra heavily ruffled bloom, yellow throat.	10 100	.50 4.00	.25 1.80	.15 1.00	
MARGARET BEATON (Towney) Pure white with small scarlet blotch, 6 or more open. (Bts) 10 for .25c.	1 10	.40 3.20	.30 2.40	.20 1.60	
MARMORA (Errey) Large smoky grey with a very distinctive purple blotch, many open.	10 100	.45 3.60	.25 1.80	— —	

DESCRIPTIVE PRICE LIST OF GLADIOLUS BULBS					Per	Large	Medium	Small
MILFORD (Rides) A fine Australian, medium lavender blue, large bloom, many open					10 100	.50 4.00	.30 2.40	.20 1.60
MINUET (Coleman) Outstanding commercial lavender, large bloom, many open, fine substance.					10 100	.45 3.60	.25 1.80	.15 1.00
MISS ALAMEDA (Salbach) Tall strong grower, extra fine, a light salmon rose, with blotch, many open.					10 100	.45 3.60	.25 1.80	.15 1.00
MISS BLOOMINGTON (K) Early, medium yellow, tall spikes, with many blooms open.					10 100	.40 3.20	.20 1.60	— —
MISS NEW ZEALAND (Julyan) One of the mammoth flowered class, bloom very large, spike tall, and color, an apricot salmon suffused rose, with darker center, many large blooms open.					10 100	.80 6.00	.50 4.00	— —
MOROCCO (Pf.) Large flowered, very dark red, color a deep mahogany red, with many open, very dark.					10 100	.45 3.60	.20 1.60	— —
MOTHER MACHREE (Stevens) A smoky lavender, tinted cream, long spikes, with many open.					10 100	.50 4.00	.25 1.80	— —
MRS. CAROLINE WARNER GANNETT (F. O. Chamberlin) A real mammoth flowered glad won the sweepstake prize at Rochester, in 1937; a very tall spike, often 20 or more buds, has been grown with 7 inch florets, color is a blending of lav. pink, mahogany and gold, with large cherry blotch. (Bts) \$2.00 per one. All sizes same rate.					1	20.00	20.00	20.00
MRS. E. J. HEATON (Heaton) A tall large flowered salmon, with creamy throat, many blooms open.					10 100	.50 4.00	.30 2.40	.20 1.60
MRS. RAY CHASE (Dr. Miller) An early large, cream, with yellow throat, many open blooms.					10 100	.40 3.20	.20 1.60	.12 .80
MRS. F. C. HORNBURGER (FCH) Pure white, heavy substance, many open. Late flowering					10 100	.50 4.00	.25 2.00	.15 1.20
NEW ERA (Ellis) An exceptional pink, heavily ruffled, bloom, many rose pink blooms open. Extra					1 10	.15 1.20	.10 .80	2.10 .40
NINTH SYMPHONY (Pf.) A tall, very large, clear salmon red, with many blooms open.					10 100	.50 4.00	.30 2.40	.20 1.60
OUR SELECTION (Australian Var.) Many blooms open, 8-10 or more, color, deep salmon red.					10 100	.40 3.20	.20 1.60	.12 .80
PEGGY LOU (Wilson) A tall, shrimp pink, tinted rose, many large blooms open, grows much like Picardy, but color is different, very good var. (Bts.) 25 for .15c; 100 for .50c.					1 10 100	.15 1.20 10.80	2- .15 .60 4.80	3- .10 .30 2.40
PELEGRINA (Pf.) Early, deep violet, with many blooms open, one of the deeper violet shades.					10 100	.50 4.00	.25 1.80	— —
PFITZERS MASTERPIECE (Pf.) Bright salmon pink with 8-10 or more open, a lovely soft shade.					1 10	.50 4.00	.30 2.40	.20 —
PHYLLIS MC QUISTON (Stewart) A tall, large, rose pink, many large blooms open, a lovely color.					10 100	.50 4.00	.25 1.80	.12 1.00
PICARDY (Palmer) Perhaps one of the finest, if not the most outstanding glad, in the world, it gives such wonderful results, from all size bulbs that we highly recommend this one, for beginners. Tall strong plants, produce long spikes, of lovely large shrimp pink bloom, many open; at one time.					10 100	.40 3.20	.20 1.60	.12 .80

DESCRIPTIVE PRICE LIST OF GLADIOLUS BULBS	Per	Large	Medium	Small
PICARDY SPORT NO. 1 (FCH) See JEANEL UNDER J.				
POLAR ICE (Pf.) Tall, early, and very white, a very pure white with many blooms open on a tall spike.	10 100	.50 4.00	.30 2.40	.20 1.60
PRAIRIE GOLD (Corrington) A tall, deep bronzy yel. low, a most unusual color among glads.	10 100	.50 4.00	.30 2.40	.20 1.60
PURPLE BEAUTY A lovely purple variety from Holland, many large deep purple blooms open.	1 10	.50 4.00	.35 2.80	.25 2.00
PYTHIA (Kunderd) A very large flowered deep, or dark red color, many large blooms open.	10 100	.40 3.20	.20 1.60	— —
RECADO (Palmer) A tall smoky, rose ash color flecked with orange, darker blotch, 10 large blooms open. (Bts.) 15 for .10c; 100 for .50c.	1 10	.15 1.20	.10 .80	2- .15 .60
RED LORY (Errey) Very tall spikes, with many large flowers, of a rich magenta red color, many open.	10 100	.45 3.60	.25 1.80	.15 1.00
RED PHIPPS (Briggs) A tall, glowing scarlet red with many open blooms and many buds showing color.	10 100	.45 3.60	.25 1.80	.15 1.00
RED PIRATE (Gelser) A tall dark red, with a large dark throat blotch, of contrasting color.	10 100	.50 4.00	.30 2.40	.20 1.60
REFLECTION (Kinyon) A clear light lavender, 6-8 large blooms open, at one time, good propagator. (Bts.) 10 for .15c; 100 for \$1.00.	1 10	.25 2.00	.15 1.20	.10 .80
REWI FALLU (Fallu) Extra large flowered, deep red. 6 or more massive red blooms open at one time, on a tall spike. (Bts.) Pkg. .10c; 100, .50c	10 100	.60 5.40	.30 2.70	.20 1.80
REVERIE (Palmer) Tall, light pink and cream colored glad, with many open, a very delicate coloring.	10 100	.45 3.60	.25 1.80	.15 1.00
ROSA VAN LIMA (Europe) A beautiful clear, light rose pink, many open, good grower—commercial.	1 10	.20 1.60	.15 1.20	.10 .80
SAHARA (Palmer) Tall, light russet, with a soft blotch of cream, 10 open. (Bts.) 10, 15c; 100, 1.00.	1 10	.20 1.60	.10 .80	2- .10 .40
SANDRA (Palmer) Shrimp pink, amber throat, somewhat like Picardy in habit of growth. (Bts.) 40, 25c.	1 10	.10 .80	2- .10 .40	4- .10 .20
SCHOONOORD , (Europe) A tall pure white from Europe, produces long spikes, with many pure white blooms open. (Bts.) 10 for .40c; 100 for \$3.00.	1 10	.25 2.00	.15 1.20	.10 .90
SCHWABEN GIRL (Pf.) A very early pure pink, with 5 to 6 open florets at a time, very fine color.	10 100	.45 3.60	.25 1.80	.15 .80
SHIRLEY TEMPLE (Pruitt) Tall, spikes, some tendency to produce bent spikes, but so exceptional, in color and size, that it will be one of the most popular, massive bloom, of deep cream, with deeper colored cream throat. Very heavily ruffled, of heavy substance, and charm.	10 100	.50 4.00	.30 2.40	.15 1.20
SONATINE (Pf.) A very tall, large flowered pink, with many large flat pink blooms, open at one time.	10 100	.40 3.20	.20 1.60	— —

DESCRIPTIVE PRICE LIST OF GLADIOLUS BULBS	Per	Large	Medium	Small
STAR OF BETHLEHEM (Pf.) A very tall large flowered creamy white, with many large blooms open at a time.	10 100	.50 4.00	.25 1.80	.15 1.00
TAIAROA (Miller) A very large Australian, smoky, salmon pink, with a dark blotch, many open blooms.	10 100	.50 4.00	.30 2.40	.20 1.60
THE BOUNTY (Nitchman) A very deep dark red, tall.	10	.60	.40	.30
THE MOGUL (Palmer) Huge salmon orange, darker hues in throat, 8-10 huge blooms open, slightly ruffled.	10 100	.50 4.00	.30 2.00	.15 1.00
TIMBUCTOO (Zimmer) An early mid-season, fine dark rose red, with 6-9 open blooms. (Bts.) 20 for 25c.	1 10	.40 3.00	.25 2.00	.15 1.20
TOKEN (Crow) A tall early salmon, with many ruffled blooms open, stems straight and wiry.	10 100	.45 3.60	.25 1.80	.15 1.00
TREVONIAN (FCH) A tall extra large flowered rose red with many large, well placed blooms open at a time.	10 100	.45 3.60	.25 1.80	.15 1.00
VAGABOND PRINCE (Palmer) A tall mahogany brown with a very distinctive flame colored blotch.	10 100	.50 3.50	.30 2.00	.15 1.20
VEILCHENBLAU (Pf.) a tall rich deep violet blue with many well placed blooms open at one time.	10 100	.45 3.60	.20 1.60	.12 .80
WENONAH (Kinyon) Winner, Am. Home Ach. Medal, and Mich. Hort. Soc. Medal. Tall salmon pink, 10 or more open. (Bts.) 2 for 25c; 10 for \$1.00. NO DISCOUNT.	1 10	1.00 8.00	.60 4.80	.40 3.20
WHITE SPIRE. A tall pure white with many blooms open, many buds per spike. (Bts) 4 for .25c; 10 for .50c.	1 10	.50 4.00	.30 2.50	.20 1.60
WURTEMBERGIA (Pf.) A tall, large flowered bright red with cream blotch in throat, many blooms open.	10 100	.50 4.00	.30 2.40	.20 1.60
W. H. PHIPPS (Diener) A tall large flowered pure pink with many large blooms open and many buds in color.	10 100	.40 3.20	.20 1.60	— —
YVONNE (Krelage) A tall large flowered, light blush pink, almost white, with pink blotch, early flowering.	10 100	.45 3.80	.25 1.80	— —
ZAUBERFLOTE (Pf.) A tall peach rose, with a very distinctive red blotch. (Bts.) 15 for .10c; 100, .50c.	10 100	.80 6.40	.50 4.00	.30 2.40
ZUNI (Mitsch) Tall rich, silvery rose, with a large terra cotta throat. (Bts.) 10 for .15c; 100, .50c.	1 10	.15 1.20	2- .15 .60	2- .10 .30
XYZ COLOR MIXTURE. Contains many of the varieties we list under name, a very good mixture.	10 100	.40 2.50	.20 1.25	.10 .70
SHOW MIXTURE. Largely exhibition, and other well known large flowered varieties, in assortment.	10 100	.45 3.00	.25 1.50	.15 1.00
FIFTY VARIETIES, ASSORTMENT. Unlabeled, collection of 50 or more varieties, in each assortment. Very fine.	50 100	2.00 4.00	1.00 1.75	— —

Hornberger's Double Value Collection

GLADIOLI (OF) ONE HUNDRED (100) VARIETIES IN THIS ASSORTMENT

We regard this as one of the most exceptional (unlabeled) gladiolus offers we have ever made. We ask you to compare it with any other offer from any other source at anywhere near this price. We offer 100 or more varieties, one or more bulbs of each variety. We offer this collection in the medium size only. They will be the **LARGER OF THE MEDIUM SIZE. ALL WILL BE BULBS OF ONE INCH OR MORE DIAMETER.** In many instances vigorous "Young Bulbs" of this size often give better bloom than old, large bulbs that have been "flowered" a long time and have made many divisions. We cannot supply the names of these varieties, but they will represent many fine kinds we list in this catalog. We have put so much **value** in this unlabeled collection, that we must offer them in **UNITS OF 100 BULBS.** If you want only 25 or 50 have some of your friends, take a part of a 100 bulb unit. **NO CATALOG DISCOUNTS APPLY.** Prices are (net) prepaid in **UNITS** of 100 bulbs \$2.00 per Unit.

50c SPECIALS — LONG SEASON ASSORTMENTS

These are assortments of sizes not varieties, many of our customers like an assortment of large, medium and small sizes of the same variety for a longer season of bloom; when all three sizes are planted at the same time, the large flower first followed by the medium, and later by the small bulbs, this gives you many weeks of bloom from any one variety.

.50c SPECIALS are for the varieties we list in this catalog, where one bulb each, of the three sizes, amounts to less than .50c Allow .50c for each item or variety wanted, and we will send you good value, in each variety ordered.

SPECIAL COLLECTIONS

Most growers offer special collections and assortments for customers who like to purchase their glads in ready-made assortments. We have also offered these assortments in past catalogs but we find such a small number of our customers purchase in this manner that we have adopted the following plan for this season.

After January 1st we will have available some of these offers on mimeographed letters. If you like to purchase your bulbs this way, send us a post card and we will mail this 1941 List of SPECIAL COLLECTIONS.

Plant Specials—Our Selection of Varieties

The plants listed below are quoted prepaid, at prices listed, but if you pay the express or postage, we will sell for one-half the listed price, these plant assortments are not separately labeled at this price, but are some of the best leading commercial varieties. Allow a week or two for filling all orders that must be dug in the spring. **NO CATALOG DISCOUNTS.**

LARGE DAHLIAS: 6 roots, one each of 6 large flowered dahlias, all different. Prepaid for \$1.00 per seven. Pom Poms at same prices.

LARGE IRIS: 8 different varieties, one root each variety for \$1.00.

LARGE PEONIES: September Delivery. 3 roots, all different varieties, red, white, pink, etc., large full ball-type flowers.

HARDY PHLOX: 3 varieties all different, \$1.00 (No discounts.)

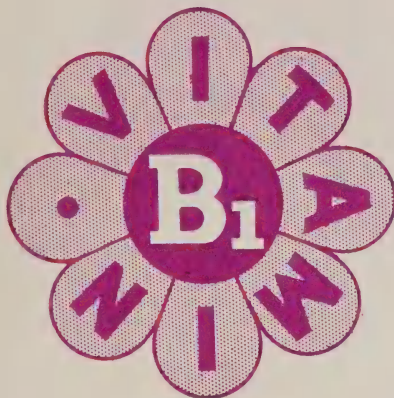
ROOTONE

Reg. U. S. Pat. Off.

A Hormone Powder, is a root forming stimulant when applied to cuttings, seeds or bulbs. It is not a fertilizer or plant food. A 2 ounce jar will treat up to 3000 cuttings. **Price Prepaid, \$1.00.**

RAT SCENT. An entire whole grain, poison for rodents, mice and moles. Easy and clean to use and very effective. Box contains nearly one pound. Not available, but can be sent with all your Express orders at .50c per box.

VITAMIN B1



(thiamin chloride) A plant growth stimulant. The Calif. Institute of Technology have produced some remarkable plant experiments with this powder. We have a small 6 page folder we will mail free to all who request it; this will give detailed information of what it has done, how it is used and what its future possibilities are likely to be. We also include this folder with each order, of Vitamin B1 we receive. Below we offer some of our prepaid Vitamin B1 KITS. Each Kit contains an eyedropper, required amount of powder, vials and instructions. (Not a plant food)

TWO VIAL: PREPARED VIAL KITS, will make about 90 gallons of solution...\$.25
 FIVE VIAL: PREPARED VIAL KITS, will make about 225 gal. of solution... .50
 50 MILLIGRAM KITS, will make about 1000 gal. of watering solution..... .65
 100 MILLIGRAM KITS, will make about 2000 gal of watering solution..... 1.00
 Larger quantities quoted by letter.

HEALTH VITAMINS AND VITAMIN PRODUCTS

VITAMINS: VITAMIN FOODS AND PRODUCTS: HEALTH FOOD BOOKS AND PUBLICATIONS: HEALTH CANDIES FOR THE GROWING CHILD: INFORMATION OF NATIONAL IMPORTANCE: Available to all who are interested along these lines, a post card request will bring printed matter, etc.

HYPONEX—A CONCENTRATED PLANT FOOD

For Soil-less culture of plants as well as for use in soil culture, for feeding your house and gardens plants, easy to use, and by adding water, you have a liquid fertilizer, complete instructions, for using in soil-less culture, as well as for use in soil culture, will be included with each order. 3 oz. can prepaid. .30c One pound bulk. \$1.10;

WOODEN TREE LABELS: Painted on one side and copper wired, for use in garden and field, for labeling plants, good for one season or more. .50c per 100; \$3.50 per 1000 prepaid.

COPPER OR ALUMINUM LABELS. Last for years, write name on label with a piece of blunt metal, \$1.00 per 100; \$8.00 per 1000 prepaid.



MINUET BULBLETS: Planted in this field produced nearly a million bulbs, and many produced bloom.

The Majestic Strawberry—Plant Patent No. 345

This wonderful new strawberry is covered by Plant Patent and the plants cannot be propagated for re-sale without the consent of the owner of the patent.

THE MAJESTIC: Because it produces more No. 1 berries per plant than any other known today, is rapidly becoming the leading June bearing variety.

University Extension experiments give these surprising results on a row 320 feet long. The Majestic produced 299 quarts of No. 1 berries as compared with Premier which produced 78 quarts on a row of same length—practically three to one. Majestic is about 3-4 days later than Premier, and averages a very long season, has a deep, heavy root system. Strong vigorous young plants, not Prepaid but sent Express Charges collect at following prices: 100 for \$2.00, with 200 or more in one order at \$1.50 per 100. NO DISCOUNT.

Wayzata Everbearing Strawberry

Perhaps the leading commercial everbearing strawberry, we offer vigorous young plants at \$3.25 per 100 with 200 or more at \$2.50 per 100, not prepaid but sent express charges collect. NO DISCOUNT.

Gladiolus Culture and Thrip Control

Complete instructions are sent with each prepaid retail order. If you use Naphthalene flakes, we can supply in lots of 2 lbs. at .50c per pkg., prepaid. Naphthalene does delay flowering perhaps ten days or more and must be used with care.

ROTOTOX: Bulbs can be dipped in this, as a bulb bath, in fall or spring plants can also be sprayed with a solution made from Rototox. We do not carry this in stock but if you write to the Rototox Co. they will send price list and free booklets on disinfecting and spraying glads. Write to the ROTOTOX Co., 8119 Yale Street, East Williston, New York.

ORDER BLANK

HORNBERGER'S SERVICE

OUR ORDER NO.

CLARK ST., HAMBURG, N. Y.

Name Date.....

Please write plainly

P. O.

Address

HOW SHIP?..... WHEN..... WT.....

No.-Kind-Pcs.
YOUR COMPLETE ADDRESS: WRITE OR PRINT PLAINLY, your name, Mr., Miss or Mrs., give street or
rd., No. ☐ P. O. Box No. and state if order is for Exp. shipment. Give name of Exp. Office, if different

CAN WE SUBSTITUTE SIZE OR VARIETY?.....

REMITTANCE	
Amt.	\$.....
How sent	
Bal. due	
C.O.D.	
Via.	
Refund	

Quantity	VARIETY	Size	Rate	Amount
1				
2				
3				
4				

(Continue Order on this side)

Quantity	VARIETY	Size	Rate	Amount
19	Amount Brought Forward			
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The Following Information Will Be Appreciated:

Do you purchase (most) of your gladiolus bulbs before or after January 1st?.....

Are you interested in (ready made) Sets or Collections of named varieties or do you prefer to order from regular listings?.....

Do you want our Spring List of Fine Dahlias, Iris, Peonies, Hardy Plants Etc.?.....

We thank you for your assistance, and we will appreciate any other suggestions that will help us improve our service. We will be pleased to send a copy of our catalog to any friend, who is interested in our line of merchandise.

Sincerely yours,

HORNBERGER'S SERVICE, Hamburg, N. Y.

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In making out order please give price from latest price list. Continue order on other side.

Please Read "Terms of Sale" page before you mail this order.

WHOLESALE PRICE LIST—1941



Bulbs are quoted fob. Hamburg, N. Y. Not prepaid, you pay the shipping charges, OUR JOBBERS WHOLESALE LIST is available to all who purchase in quantity or at the 1000 rates, if you do not receive it, we will mail you a copy; For use of growers, florists and dealers.

PRICES QUOTED ARE PER 100 BULBS: WITH 25 BULBS AT THE 100 RATE: Where you order 200 or more bulbs of ONE VARIETY AND SIZE; You can take a 10 p/c discount from such items, for the larger quantity ordered.

TERMS: CASH or 25% cash, with balance before shipment or c.o.d. for balance. A 25% deposit will hold order for later shipment. Express is the best method of shipping bulbs in cold weather.

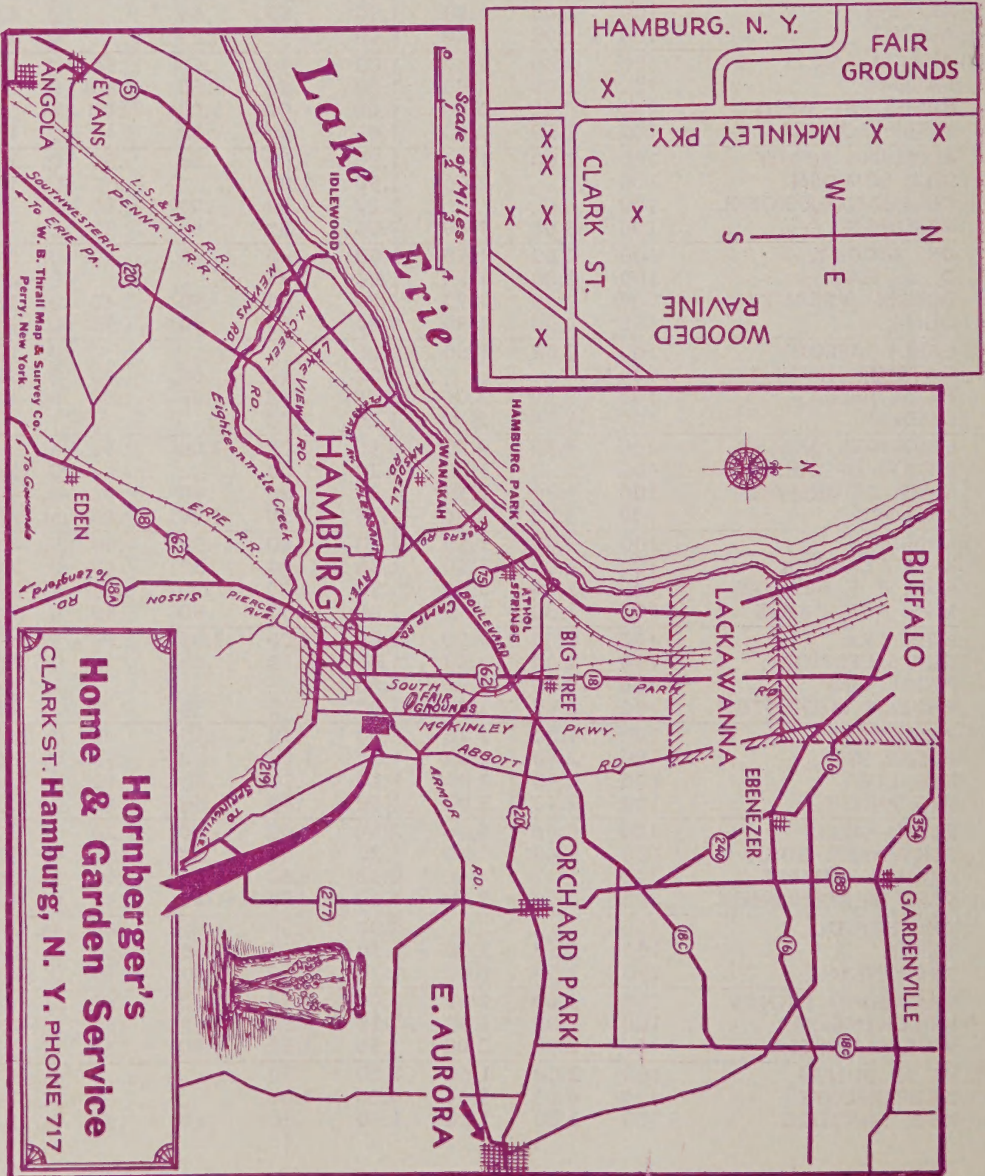
DISCOUNTS FOR CASH: See page 3.

Bulblets, Pints sold at quart rates, and 200 at the 1000 rates. (M) for 1000.

VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bts.
AFLAME	100	\$2.00	\$1.50	\$1.00	\$.70	\$.50	\$.30	Q. 1.50
AIDA	100	2.25	1.60	1.20	1.00	.80	.60	Q. 2.00
ALAYNE	100	2.00	1.50	1.00	.80	.60	Q. 2.00
ALIGHT	100	2.00	1.50	1.00	Q. 2.00
AVE MARIA	100	2.50	1.60	1.00	.80	.60	.50	Q. 1.50
BAGDAD	100	2.00	1.60	1.20	.80	.60	.40	Q. 1.50
BEAUTIFUL OHIO	100	10.00	8.00	6.00	4.00	3.00	2.00	M. 5.00
BETSY BOB UP	100	2.50	2.00	1.00	.80	.60	.40	Q. 1.50
BLEEDING HEART	100	2.00	1.60	1.20	1.00	.80	.60	Q. 2.00
BILL SOWDEN	100	2.00	1.50	1.00	Q. 1.50
COMMANDER KOEHL	100	1.20	1.00	.80	.60	Q. 3.00
DEBONAIR	100	2.00	1.50	1.00	.80	.60	.50	Q. 1.50
DR. MOODY	100	2.00	1.50	1.00	.80	.60	.50	Q. 1.50
D. A. HAY	100	2.00	1.50	1.00	.80	Q. 2.00
DREAM O'BEAUTY	100	2.00	1.75	1.29	.80	.50	.40	Q. 1.50
DUNA	100	2.00	1.60	1.00	.80	.60	.40	Q. 1.50
EARLY MELODY	100	2.00	1.60	1.00	Q. 1.50
GATE OF HEAVEN	100	1.00	.80	.60	.40	Q. 1.00
ISOLA BELLA	100	3.50	3.00	2.00	1.50	1.00	.80	M. 1.00
LAIDLEY	100	2.50	2.00	1.50	1.00
LAVENDER QUEEN	100	5.50	4.50	3.50	2.50	2.00	1.50	M. 1.50
LIGHTS OF GOLD	100	1.50	1.20	1.00	Q. 2.00
MAID OF ORLEANS	100	1.80	1.50	1.20	.80	.60	.40	Q. 1.50
MILFORD	100	3.00	2.50	1.75	1.50	1.00	.80	M. 1.00
MINUET	100	2.00	1.50	1.20	.80	.60	.40	M. 1.00
MISS ALAMEDA	100	2.00	1.50	1.00	.80	.50	.40	Q. 1.50
MRS. E. J. HEATON	100	2.40	2.00	1.50	1.00	.70	.40	M. 1.00
MRS. RAY CHASE	100	2.00	1.50	1.00	.80	.60	.40	Q. 1.00
NEW ERA	100	9.00	7.00	5.00	4.00	3.00	2.00	M. 5.00
OUR SELECTION	100	2.00	1.50	1.00	.80	.60	Q. 1.00
PEGGY LOU	100	10.00	8.00	6.00	M. 3.00
PHYLLIS McQUISTON	100	2.00	1.50	1.00	.75	.50	.30	Q. 1.50
PICARDY	100	1.60	1.20	.90	.70	.50	.40	Q. 1.00
POLAR ICE	100	2.40	2.00	1.60	1.20	.90	.70	Q. 3.00
RED LORY	100	2.40	2.00	1.20	.90	.60	.40	Q. 2.00
RED PHIPPS	100	2.40	2.00	1.00	.80	.60	.40	Q. 2.00
REWI FALLU	100	5.00	4.00	2.60	2.00	1.60	1.20	M. 3.00
SCHWABEN GIRL	100	2.00	1.60	1.20	.80	.60	.40	Q. 1.50
SHIRLEY TEMPLE	100	2.30	1.60	1.20	.90	M. 1.00
STAR OF BETHLEHEM	100	2.50	2.00	1.20	.80	.50	.35	Q. 1.50
THE MOGUL	100	2.00	1.50	1.00	.80	M. 1.00
TOKEN	100	2.50	2.00	1.50	1.00	.80	.60	Q. 2.00
TREVONIAN	100	2.50	1.80	1.20	.80	.60	.40	Q. 2.00
VAGABOND PRINCE	100	3.00	2.50	2.00	1.50	1.20	.80	M. 1.00
VEILCHENBLAU	100	2.00	1.60	1.20	.80	.70	.50	Q. 2.00
WURTEMBERGIA	100	2.50	2.00	1.50	1.20	1.00	.80	M. 1.00
W. H. PHIPPS	100	2.00	1.60	1.20	.80	Q. 1.50
ZAUBERFLOTE	100	6.00	5.00	4.00	3.00	M. 1.50
XYZ. MIXTURE	100	2.00	1.50	1.00	.60	.40	.30	Q. 1.00

A MAP OF OUR LOCATION

A map of our location is shown on this page. We are located about mid-way between Armor and Hamburg, N. Y. This year we have added a small guide map in the upper left hand corner to make it more convenient to see at a glance just where to find us. We have used the letter X to indicate houses or homes and our place is located with two letters—XX. We are located about 200 feet from the corner of Clark Street (Armor Road) and McKinley Parkway. Route No. 20-A crosses McKinley Parkway about 2½ miles from this corner and as you will note on small guide map, the Erie County or Hamburg Fair Grounds is within view of where we are located. Hamburg is nearly one mile to the west of us. To the east of us is a deeply wooded ravine and beyond that Armor. We are located about 15 miles from Buffalo, about 3 miles from Lake Erie, 12 miles from East Aurora and about 40 miles from Niagara Falls, N. Y. NOTE: Ravine, lower right corner on guide map, placed at an angle. This indicates a ravine and not a street.



PLEASE NOTE: CLARK STREET on the official map, as well as on the large map above is given as ARMOR ROAD. By long usage it has become generally known as CLARK STREET.